

Subject: Fwd: Re: Urban Air Market Info

From: rafikg76@gmail.com

Date: 06/16/2017 02:26 PM

To: jbriggs@jbriggslaw.com

Subject: Re: Urban Air Market Info
From: Evan Smith <evan@urbanairmarket.com<<mailto:evan@urbanairmarket.com>>>
To: Rafik Ghazarian <rafikg76@gmail.com<<mailto:rafikg76@gmail.com>>>
Time: 2017-04-04T05:15:47.000Z

Got it. Would it be helpful if I came or would there not be a need?

Evan Smith
evan@urbanairmarket.com <<mailto:evan@urbanairmarket.com>>
www.urbanairmarket.com <<http://www.urbanairmarket.com>>

On Apr 3, 2017, at 6:54 PM, Rafik Ghazarian <rafikg76@gmail.com<<mailto:rafikg76@gmail.com>>> wrote:

Hi Evan
We're going to vote on that day. I'll be calling Danielle right afterwards. Once approved and voted we're good to go with outreach advising the shops that will be affected.

Rafik

On Apr 3, 2017 6:40 PM, "Evan Smith" <evan@urbanairmarket.com<<mailto:evan@urbanairmarket.com>>> wrote:

Hey Rafik. Would you like me to come to your meeting next Wednesday, April 12th to present the event and answer questions?

Sent from my iPhone

On Mar 29, 2017, at 3:44 PM, Rafik Ghazarian <rafikg76@gmail.com<<mailto:rafikg76@gmail.com>>> wrote:

Thanks Danielle,

I'll reach out to you tomorrow morning at 10:30am.

Rafik Ghazarian
President
Los Feliz Village BID

On Mar 29, 2017 3:38 PM, "Danielle Cohen" <danielle@urbanairmarket.com<<mailto:danielle@urbanairmarket.com>>> wrote:

Hi Rafik.

I'm happy to speak with you further. I'm only in town until tomorrow morning, as I've been in Los Angeles to take meetings for alternate locations for Urban Air Market including Echo Park, the Arts District, and Santa Monica.

Feel free to give me a call today (Wednesday) before 6pm or tomorrow (Thursday) at 10:30am if either of those work for you. I am also available for a phone call next week if you'd like to throw out some possible times to talk.

I can be reached at 415-264-0491 <tel:(415)%20264-0491> .

Best,

Danielle Cohen
Event Producer
Urban Air Market
Facebook

<https://www.facebook.com/urbanairmarket> | Twitter
<https://twitter.com/urbanairmarket> | Website
<http://www.urbanairmarket.com/>

On Mar 29, 2017, at 2:37 PM, Rafik Ghazarian <rafik@roadrunner.com> wrote:

Good afternoon Danielle,

Thank you for your email and explanation of what transpired. When Evan, Adam and I met regarding Urban Air Market's possibility of holding an event in the Los Feliz Village, both Adam and I were clear to state that we have business's in this community that do not wish for any street fair event to take place and that past events have taken revenue out of their pockets. With that said I am obligated as President to bring it to our board but further more to ask our constituents if they would like such an event. I'm not sure if we can accomplish this by mid April but I definitely will see what our volunteer board says.

I apologize if you were given the impression that I had given the green light to move forward and that you created a flyer to distribute to business's. I thought as I received calls regarding Urban Air Market that it was because Evan had just spoken with a few business's.

I would love the opportunity to talk to you further. Please email me your telephone number and a good time to talk this week and I will make all attempts to do so. again thank you for considering Los Feliz as your next venue and hopefully we can make that happen.

Rafik Ghazarian
President
Los Feliz Village BID

On Wed, Mar 29, 2017 at 8:52 AM,
Danielle Cohen <danielle@urbanairmarket.com>
<<mailto:danielle@urbanairmarket.com>> wrote:

Hi Rafik.

We certainly appreciate your procedures and efforts toward attaining BID board approval.

I excitedly made a handful of fliers for a Los Feliz Urban Air Market, thinking we were a bit further along in the process.

After Evan and I had lunch at Alcove on Monday, I wanted to pop in to say hello to a handful of businesses in the area so that they'd have a face to the name.

In the past, when working with the city to obtain street closure, we've collected signatures on a petition for temporary selling activities. As you mentioned, it takes some time to accomplish this, so I hoped to get the ball rolling to ensure our nearing June 4th date.

Our production schedule includes permitting, design and printing, writing and distributing press releases, event promotion, vendor booth curation, and hiring partners like security, photographers, musicians, etc.

Please let me know if, after Evan presents at your April 12th meeting, will there be a vote of some kind?

Our goal is to produce a successful show and to do so, mid-April is the very latest to confirm that we have your BID's support, making Urban Air Market a "go" for Los Feliz Village.

I've attached a letter of support from the President of the neighborhood association at our SF market, as we

hope to work similarly with your BID. I look forward to hearing from you and I hope to meet you in the near future.

Thank you,

Danielle Cohen
Event Producer
Urban Air Market

On Mar 28, 2017, at 4:32 PM, Rafik Ghazarian <rafikg76@gmail.com <mailto:rafikg76@gmail.com>> wrote:

Hi Evan,

Thank you for the one sheet for the BID board. Our next meeting is on April 12th. I'll put you on the calendar to present. Please understand we need to follow some procedures and everything needs board approval, but with something of this caliber the BID needs to inform the business community and get their buy in.

As Adam and I had mentioned when we had met, that we are no longer doing the street fair as our business community were not too happy with the results. With that said, we need their buy in.

I did receive some calls asking me about Urban Air and why the BID had not advised them that we were putting this together. We are a small community and words spread fast. Please in the future before walking the village, give me a call and I'm more than happy to walk it with you, I think we now have people spreading the word and it just puts our BID in bad light with our community. Lastly, I understand you want the ledger involved but again I'd like the BID to meet and discuss and approve before reaching out to the ledger. I already have a situation whereas the community thinks we will be stringing colored lights throughout our BID village.

Our goal as BID board members is to ensure that all of our businesses do well. This is why we need their involvement.

I also need our council office involved since we will be doing street closures. In the past with our street fairs we had to notify both the business and residential community once we had our permit to have streets closed. I would need to get that info from Adam Miller. I'm not even sure what the time frame to get that done takes. I can tell you we tried to do that for our holiday event and that didn't happen.

Lets talk Thursday or Friday of this week,

Thanks,

Rafik Ghazarian
President
Los Feliz Village BID

Best,

Rafik Ghazarian
President
Los Feliz Village BID

On Mar 28, 2017 3:54 PM, "Evan Smith" <evan@urbanairmarket.com <mailto:evan@urbanairmarket.com>> wrote:

Hey Rafik and Adam. Attached is a one sheet (two sheet) on Urban Air Market. I've also CC'd Danielle, our national head.

We walked around the neighborhood yesterday and it looks like we will only need one block from Franklin to Finley. The extra block is a little more space than we need for our first event in the neighborhood. We also spoke to a few vendors on that

specific block and they all seemed incredibly excited for the event.

As for the Allison at the Los Feliz Ledger, would it be helpful if I reached out and thanked her for referring me? That way we can gently remind her that this was her idea.

Since we are approaching the event date, we'd like to get the ball rolling on the permitting process. What are your thoughts on moving forward with this simultaneously while you and Adam present our event to the BID members?

Here's a video link from last year's event. We didn't catch Bernie's cameo but it will still give you a better idea of what we're about: <https://youtu.be/jEtXgVaTRVg>
[<https://youtu.be/jEtXgVaTRVg>](https://youtu.be/jEtXgVaTRVg)

Evan Smith

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